



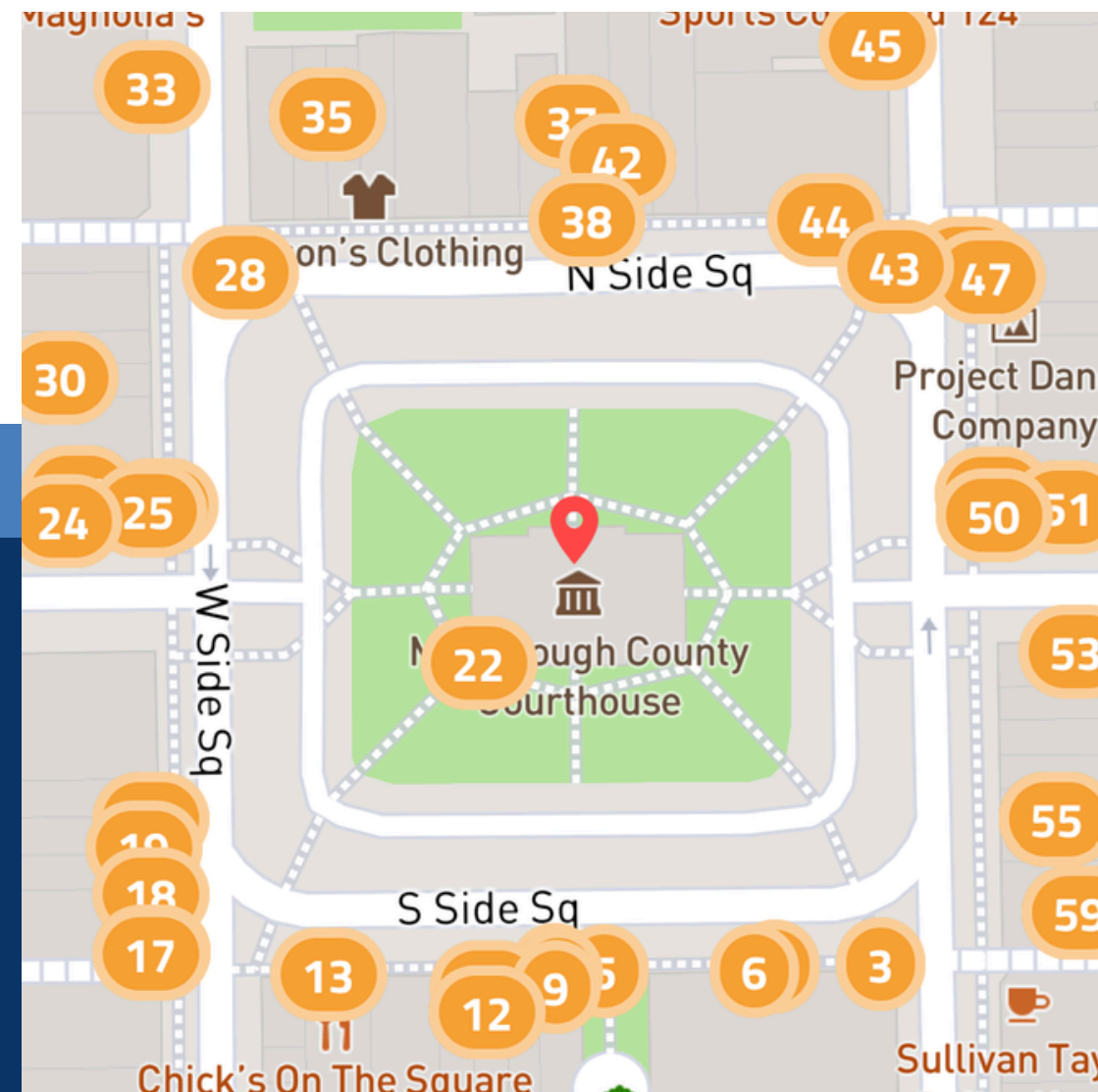
# ***PLAY!** YourTown*

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# Turn Your Town Square into a **destination!**

We turned Macomb's Courthouse Square into an interactive game board.

Hundreds attended the grand opening; thousands have played the game, strolling the town square





# What is **eATLAS?**

- **The** mobile adventure app, offering guided tours, scavenger hunts, date nights, and family-friendly edu-tainment.
- Gamified tourism that connects city explorers with local businesses



**1**

**Innovation**

Immersive, interactive, multimedia adventures help players experience your town in-person in a new and exciting way.

**2**

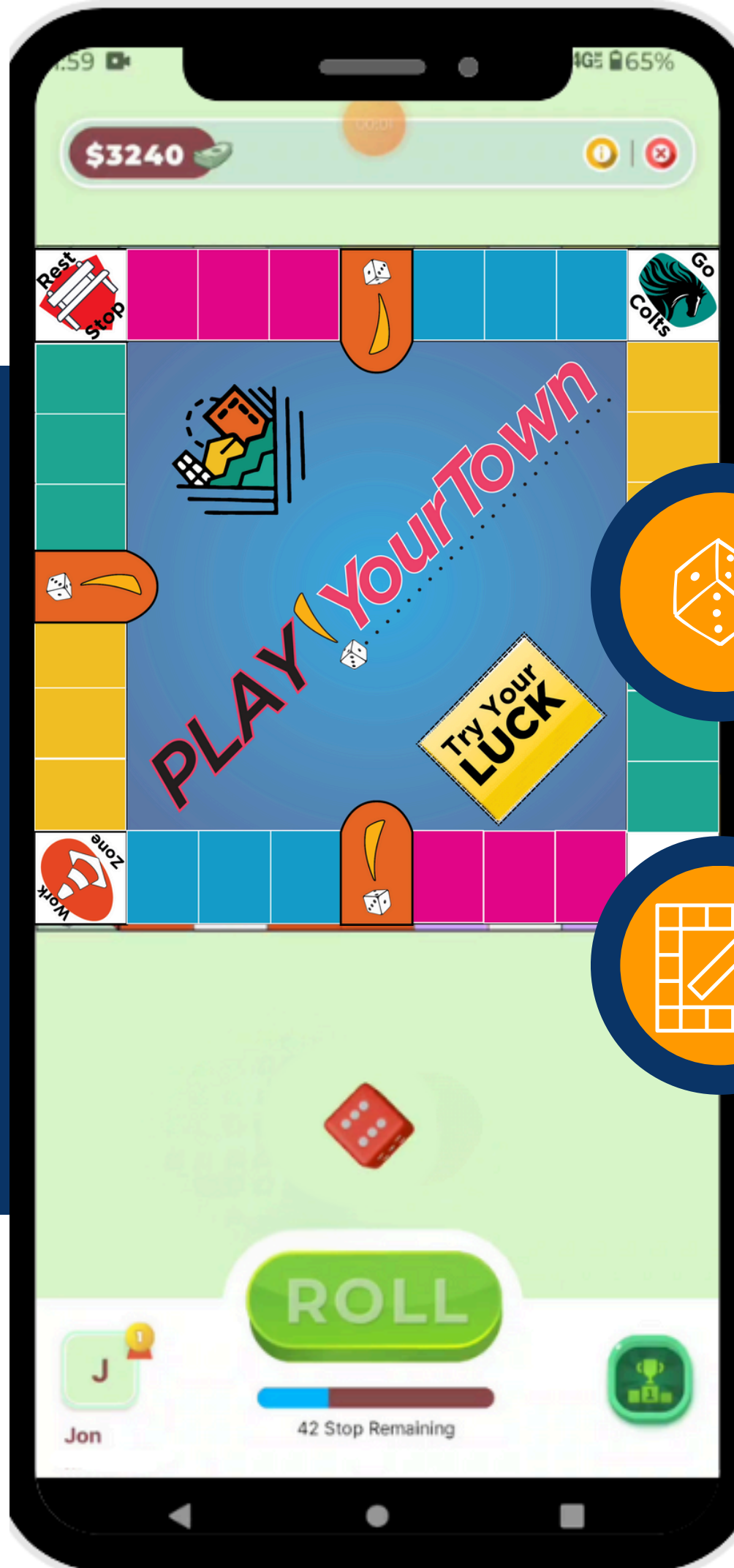
**Strategies**

Partnerships with local businesses enhance the experience, creating a “Win” for everyone.



**Creating  
Experiences  
That  
Whoa!**

# PLAY! YourTown



- Your town square is the gameboard!
- Players roll the dice and walk around the spaces, checking out business, landmarks, and local art.



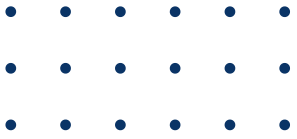
## Key Features

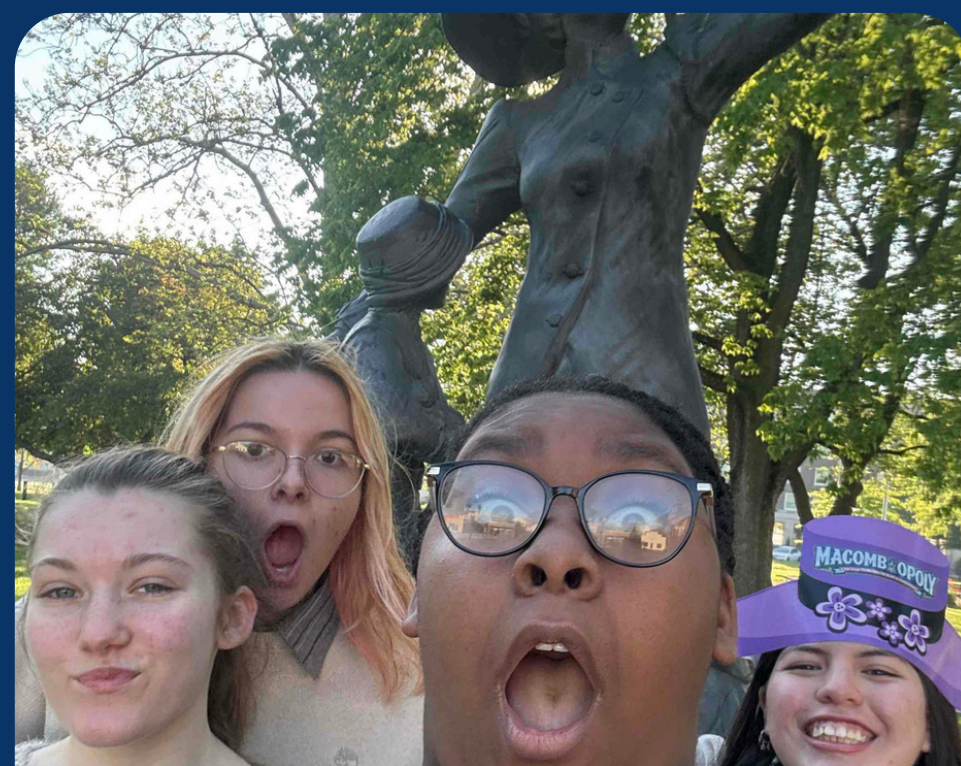
- Local Business Engagement
- Social Media Integration
- Interactive Map
- Leaderboard Tracking
- Educational Content



# Benefits to Your Town

- Increased Tourism and Economic Impact
- Community Engagement
- Promotion of Historical & Cultural Sites
- Innovative Image
- Health and Wellness
- Civic Pride
- Elevate Community Profile

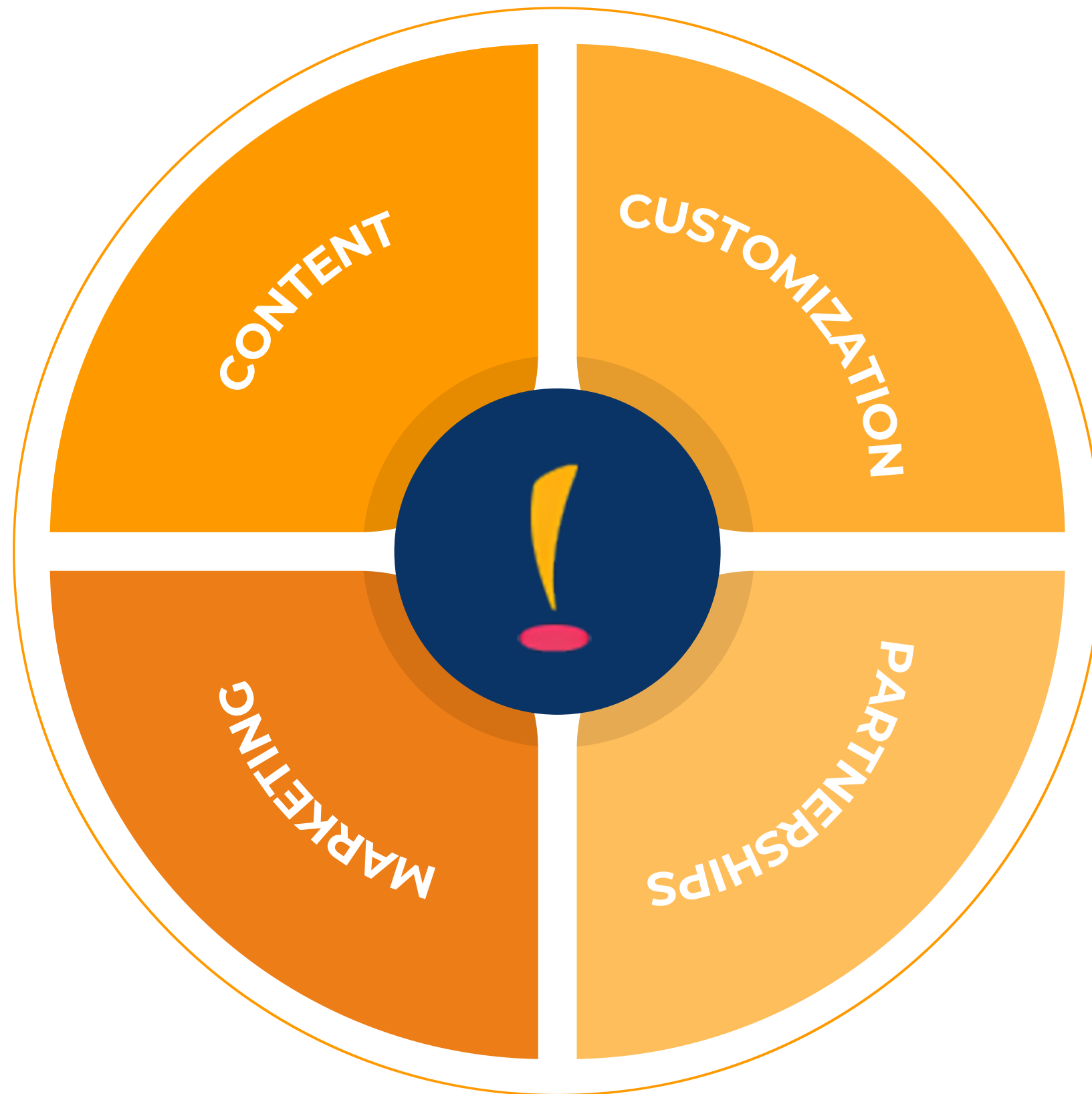
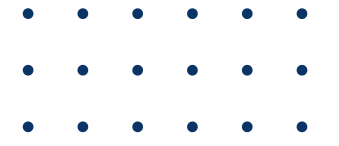




Capture live moments like these, and create a social media buzz!



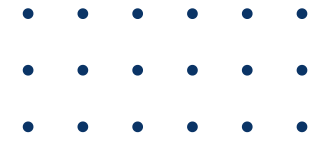




# Implementation Plan

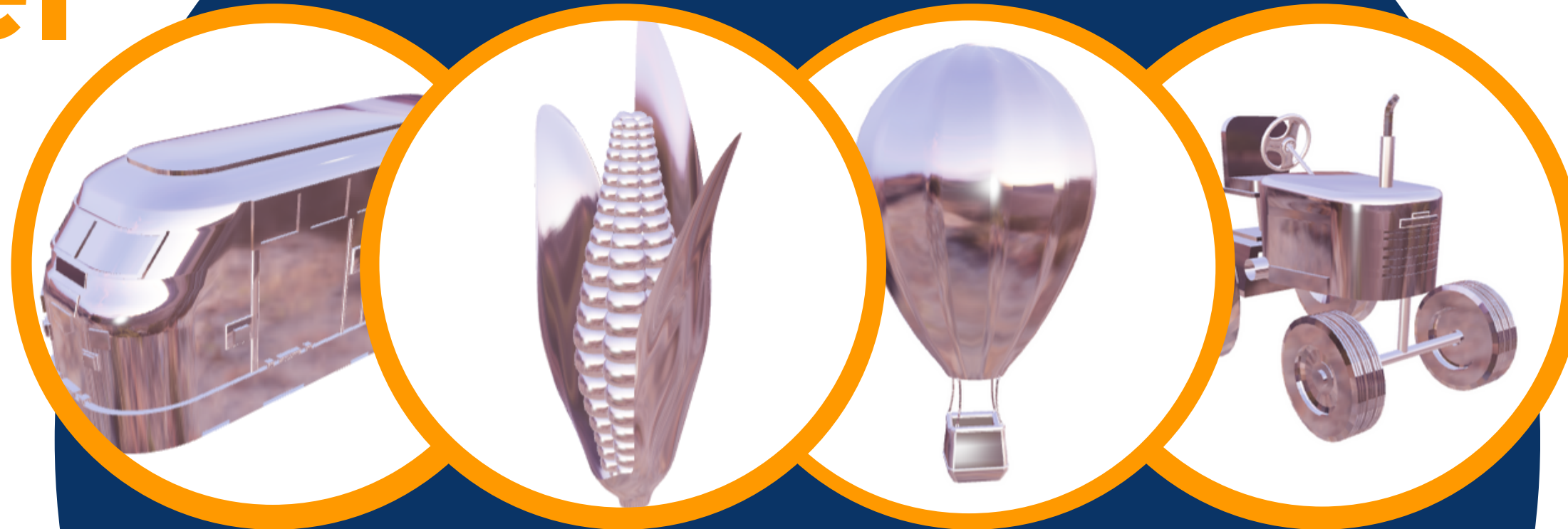
- **Content:** Highlight your town history, features, etc.
- **Customization:** Make the game your own
- **Partnerships:** Local businesses, historical societies, cultural organizations, schools
- **Marketing:** Target residents, tourists, neighboring communities, and the expanding adventure market

**We make it easy,  
you make it amazing**



# Base Model

\$5,000-\$10,000



## Includes:

- Gameboard with Your Town Name at its center
- 40-60 Stops, specific to your town square and local history
- 4 Standard Game Tokens and up to 4 Custom Game Tokens
- 8 custom lottery cards tailored to your town
- Game play animation and sound effects
- Up to 5,000 game plays
- 4-8 week launch



# Our Team



**Jon Matuzak**  
President



**Kelly Kniewel**  
Director of  
Partnerships



**Mercedes Warren**  
Project Coordinator



**Kurt Hill**  
Graphics Specialist



**Ronnie Frey**  
Content Creator  
and Marketing Lead



# Contact Us

We're looking forward to showing you everything our app can do!



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THANK YOU!

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